Caitlin Jefko, Wisconsin 1st place winner 4th grade, 2000 National Council of State Garden Clubs poster

Sarah Moore, 1st grader, winner second place winner National Council of State Garden Clubs poster contest

USDA Forest Service

National Symbols Program Newsletter

Conservation Education National Meeting   March 2002

Never too Old to Change!

"High Five for Fire Prevention", Rudy Wendelin, 1994, published 1996 is one of the 19 Vernon Calendar pieces recently purchased with Smokey Bear royalty funds.

ONLY YOU CAN PREVENT WILDFIRES.

A new adult Ad Council campaign with theme highlighting "Wildfires are caused by people you'd least expect —people like you."

From the editors...

Our purpose is to provide a little taste of the wide menu of services, products and direction of the National Symbols Program.   For a bigger helping, contact the CE Staff Line!

WO CE Staff (202) 205-5681

Symbols Cache (218) 327-4282

¡Solo tú puedes prevenir los fuegos en áreas silvestres!

(Only You Can Prevent Wildfires!)

Throughout Smokey Bear's 57 years, he has adapted and changed to address current fire prevention issues. From his first message of "Only YOU Can Prevent Forest Fires!" to his "Only YOU Can Prevent Wildfires!" to his newer Crime Scene message that someone is responsible and it COULD BE YOU, he changes to meet the needs of the time. Because of his adaptability, he reaches our diverse and changing audience. Most recently, Smokey Bear's new tag line has been interpreted to the Spanish **"Solo tú puedes prevenir los fuegos en áreas silvestres".**

And yet, the nostalgic Smokey Bear is still a very valuable piece of an overall effective campaign. Recently, USDA Forest Service Fire and Aviation Management purchased nineteen original Rudy Wendelin paintings that are being restored and curated by the National Agricultural Archive Library. It is hoped that accurate replicas will be available for a nation wide in the future. Future planning endeavors will consider use of the artwork on licensed products and in our own programs.

Table of Contents